

TIME: 4:59  
DATE: 3/8/54  
SPONSOR: BLUE BIRD SPORT SHOP  
SOLICITOR: NG

ARE YOU GOING ON A CRUISE THIS SPRING VACATION? OR MAYBE  
FLORIDA IS YOUR DESTINATION. IF SO, YOU'RE CERTAINLY  
GOING TO NEED SOME NEW SUMMER SKIRTS AND BLOUSES. THE  
BLUE BIRD SPORT SHOP ON GREEN STREET IS JUST THE PLACE TO GO  
TO REPLENISH YOUR WARDROBE. THEY HAVE A DARLING COTTON SKIRT  
AND BLOUSE OUTFIT THAT SELLS FOR ~~ONLY~~ ABOUT \$21.00. ~~THIS~~  
~~CLOSET~~ COMES IN THREE COLORS - COCOA, LIME, AND BLACK.  
ANOTHER OUTFIT, A PURE LINEN ONE, SELLS FOR ONLY \$20.90,  
AND COMES IN COCOA, TANGERINE, LIGHT BLUE, GREEN, AND NAVY.  
SO STOP IN AT THE BLUE BIRD SPORT SHOP AND SEE THESE OUTFITS ALONG  
WITH THEIR LARGE ASSORTMENT OF COTTON SKIRTS WHICH ARE SOLD AS  
SEPARATES.

YOU ARE TUNED TO 600, WCSR, THE VOICE OF SMITH COLLEGE,  
NORTHAMPTON. THE CORRECT TIME IS NOW 5:00 PM.

ANNOUNCER'S SIGN.

3/8/54-

*Harry Serbone*



TIME: 11:55  
DATE: 7/2/54  
BROWNS: BLUE BIRD SPORT SHOP  
COLLECTOR: NO

ARE YOU GOING ON A CRUISE THIS SPRING VACATION? OR MAYBE  
FLORIDA IS YOUR DESTINATION. IF SO, YOU'RE CERTAINLY  
GOING TO NEED SOME NEW SUMMER SUITS AND SLACKS. THE  
BLUE BIRD SPORT SHOP ON GREEN STREET IS JUST THE PLACE TO GO  
TO REPLENISH YOUR WARDROBE. THEY HAVE A DAZZLING COTTON SUIT  
AND SLACK OUTFIT THAT SELLS FOR ~~\$\$\$~~ ABOUT \$21.00. THIS  
SUIT COMES IN THREE COLORS - COCOA, LIME, AND BLACK.  
ANOTHER OUTFIT, A PURE LINEN ONE, SELLS FOR ONLY \$20.90,  
AND COMES IN COCOA, TANGIER, LIGHT BLUE, GREEN, AND NAVY.  
SO STOP IN AT THE BLUE BIRD SPORT SHOP AND SEE THESE OUTFITS ALONG  
WITH THEIR LARGE ASSORTMENT OF COTTON SUITS WHICH ARE SOLD AS  
SEPARATES.

YOU ARE TUNED TO 600, WBSB, THE VOICE OF BIRMINGHAM.  
NORTHAMPTON. THE CORRECT TIME IS NOW 5:00 PM.

ANNOUNCER'S SIGN

*Handwritten signature*